

Message Text

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65

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AMEMBASSY OSLO

UNCLAS STOCKHOLM 3699

FOR BIC/OIM TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: HEALTH CARE INSTRUMENTS &
EQUIPMENT EXHIBITION

(BECAUSE OF LOSS OF THE ORIGINAL, THE FOLLOWING IS
PROVIDED FOR THE RECORD ONLY)

1. NAME OF EXHIBITION: HEALTH CARE INSTRUMENTS &
EQUIPMENT EXHIBITION
 2. PLACE AND DATE: US TRADE CENTER FOR SCANDINAVIA,
STOCKHOLM, MAY 17-20, 1976
 3. EXHIBITORS: 31 (28 NTM, 3 OTM);
PARTICIPANTS: 20 (19 NTM, 1 OTM)
 4. IMMEDIATE SALES: \$ 26,000
PROJECTED SALES: 1,165,000
TOTAL BUSINESS: \$1,191,000
 5. SALES RESULTS BY CATEGORIES:
A) NTM SALES: \$ 26,000
NTM 12 MONTH PROJ: 1,160,000
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B) OTM SALES: 0

OTM PROJ: \$ 105,000

6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 16

7. NUMBER OF REPRESENTATION AGREEMENTS SIGNED: 7

8. NUMBER OF REPRESENTATION AGREEMENTS UNDER
NEGOTIATION: 31

9. REGISTERED VISITORS AT EXHIBITION: 424

10. SUCCESS STORIES:

A) RICHARD BOUMAN, EXPORT MANAGER, GOULD INC, INT'L
SYSTEM DIVISION (NTM) WHO SHOWED ANALOG RECORDERS
WHICH HE PROJECTS TO HAVE \$80,000 IN FIRST YEAR SALES
NOTED: "PROSPECTS (INVITEES) WERE WELL CHOSEN. HOURS OF SHOW
WERE GOOD (LATE HOURS FOR HOSPITAL EMPLOYEES WHO CANNOT COME DURING
WORKING DAY). BETTER SERVICE THAN OTHER LARGE TRADE
FAIRS". CLEARED FOR PUBLICATION.

B) HOWARD WOLKOYS, UNITED MEDICAL RESEARCH (NTM)
WHO SHOWED A PHYSICAL THERAPY MACHINE, PROJECTS FIRST
YEAR SALES AFTER THE NECESSARY TECHNICAL APPROVALS AND
CERTIFICATION AT \$30,000 AND EXPECTS TO CONCLUDE AGREEMENTS
WITH 4 DISTRIBUTORS AS A RESULT OF THE SHOW. MR.
WOLKOYS COMMENTED: "THE SCANDINAVIAN COUNTRIES ARE
A GOOD POTENTIAL MARKET. THE STOCKHOLM TC STAFF IS VERY
CAPABLE AND PUT ON AN EXCELLENT SHOW. I EXPECT IT IS
THE BEST WAY FOR A NEW-TO-MARKET COMPANY TO LOOK FOR
EXPANDING MARKETS. I WILL WANT TO PARTICIPATE IN
OTHERS AND WILL RETURN TO SWEDEN FOR NEXT SHOW".
CLEARED FOR PUBLICATION.

C) BENGT HERMANSSON, HENRY HOPE X-RAY PRODUCTS INC.,
(NTM), A NEW REPRESENTATIVE PROJECTS FIRST YEAR SALES
AT \$375,000 AND REPORTED 25 KEY LEADS DEVELOPED AT
THE SHOW. HERMANSSON COMMENTED IN CONFIDENCE:
"PARTICIPANT OBJECTIVE OF GAINING Foothold AMONG
DENTAL COMMUNITY WAS ACHIEVED AND RAPIDLY INCREASING
SALES ARE FORESEEN". NO PUBLICATION PLEASE.
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11. TRADE CENTER EVALUATION/COMMENT: A DIFFICULT
SHOW WHICH HAD TO COMPETE WITH THREE SIMILAR EVENTS
IN REGION AND STRONG COMPETITIVE PRODUCTS ON THE
MARKET.
SMITH

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